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## **TOURISM IN THE PANDEMIC PERIOD: FEATURES AND DEVELOPMENT TRENDS**

Tourism today acts as an active communicative factor in the process of communication between people around the world. Performs an extremely large cultural and humanitarian function. In other words, tourism today is an integral part of society, a global phenomenon. It should be remembered that at the economic level it is a powerful industry that provides up to 10 % of GDP, and every 15<sup>th</sup> person in the world is connected in some way with the tourism industry.

In addition, tourism is a global policy that solves many different issues, including conflict situations. It is thanks to tourism that it becomes possible to change unwanted stereotypes and form new landmarks. It is through tourism the development of intercultural communication becomes possible. That is, tourism is our life with you in all its diversity.

A pandemic with closure of borders, mandatory quarantine, and restrictions on transportation between countries has made significant adjustments in all areas of our life. The tourism industry is no exception. However, this does not mean that tourism, as a field of activity, has disappeared. The tourism industry lives and, unlike many others, develops: new trends appear that we could not even think of, creative approaches in the activity, interesting author's routes, which attract more and more tourists.

First of all, it should be acknowledged that the pandemic has given push to the development of domestic tourism. Unfortunately, the borders of many countries are still closed, quarantine restrictions continue, but people's desire to travel has not disappeared. This is relevant not only for countries where international traffic is completely suspended, but also for those that have already opened their borders. Therefore, many travelers are interested in traveling within the country, near home. Today, new directions of travel through the country are being created, new forms of tourism (glamping, theme parks, weekend recreation, etc.) are being developed for recreation, acquaintance with historical, architectural monuments, nature reserves, etc. This is a strong incentive for the development of tourism in the regions, improving tourism and hotel services. Especially since the borders of most countries will remain closed until the end of 2021.

For the second year, most companies work remotely. The boundary between work and the home disappears and this does not always have a positive effect on the results of work, because at home there is a constant temptation to do something else, to be distracted by housework. Due to the weakening of quarantine measures, most

employees have the opportunity to work remotely not from home, but from a hotel located in another city or in another country. Today, there is even a new term (working from hotel), i.e. work from the hotel. This gives you the opportunity to combine your professional activities with quality recreation, acquaintance with new places, cultures and more.

Travel restrictions due to quarantine measures and the desire of many people to travel have contributed to the emergence of interesting tours that combine Travel buddy (travel companions-friends). In other words, the trip meets absolutely unknown people from different parts of the country or the world in general, different ages, different professions, various preferences, which are united by a wild desire to leave the comfort zone and visit a new place, exchange views on various topics, indulge on some time for tourist adventures.

Another unique trend of modern tourism is the spread of so-called solo travel. This trend is freedom in everything, because you do not need to coordinate your plans with anyone, to adapt to anyone or to sacrifice one's time for the sake of others.

The rhythm of the 21<sup>st</sup> century, caused by external factors and circumstances, is extremely crazy, despite even quarantine restrictions. It requires constant movement and development, without reducing the set pace. Solo-travel gives the opportunity not only to relax, be alone with your thoughts, restore psychological control over life, enjoy the trip, but also set your own rhythm of travel.

Until a few years ago, such trips looked very strange, but today solo trips are extremely common around the world. After all, this is a new sensation and an extremely useful experiment, an exciting, but certainly breathtaking adventure. There are many reasons to go on an independent trip:

- discrepancy of vacation schedules with potential companions;
- self-test for strength;
- desire to visit new places without coordinating your route with anyone;
- the desire to be alone to restore mental state, rethink your life and others.

This trend is actively picked up and promoted by bloggers through social networks, introducing their subscribers to interesting tourist locations.

In a solo-trip, everything depends on the traveler: the choice of country, booking tickets, accommodation, planning the day, locations and more. A person cannot transfer responsibility or problems in travel to a representative of a travel company. That is why solo-travel contributes to the understanding of one's own desires, identification of personal strengths and weaknesses, responsible attitude to others.

It should be noted that today employers prefer candidates who not only have experience in international projects, but even travel. This is due to the fact that traveling, people gain experience of interaction with different cultures, have the opportunity to learn a foreign language and not even one. Travels demonstrate a person's activity and mobility, the possibility of his adaptation to new places.

As a result of the pandemic, other trends in tourism have emerged. This includes the spread of contactless service at airports and hotels to minimize contact in common areas where the virus can easily spread. In some hotels, even the keys in the

rooms were abandoned, replacing them with the keys in the mobile application. In addition, in order to motivate travelers to stay with them, hotels offer various bonuses, including an additional free night or other additional services. This includes booking and purchasing tickets a few days before the trip, etc. In general, there was not only a reduction in travel planning time, but also the trip itself. Today, no one is planning a vacation for the year.

Summing up the above, it should be noted that in the uncertainty conditions, travel companies have learned to respond quickly to all waves of the pandemic, especially the closure / opening of national borders, to adapt to new models and formats, taking into account all limitations and opportunities.

Travelers, in turn, adapting to new conditions, try to choose those routes that cause the least harm to the environment, visit the places where the least vacationers, use those formats of recreation that are optimal under these conditions. In order to reduce traffic on public transport, use rented cars more often. The most important thing is to choose for travel those countries and those places where they are responsible for security.